



# PIO XII

RMTD545007 *Amministrazione Finanza e Marketing – Sistemi Informativi Aziendali*  
RMTL395001 *Costruzioni, Ambiente e territorio*  
RMPSVP500H *Liceo Scientifico opzione Scienze Applicate*

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## PROGRAMMA DIDATTICO ANNUALE Anno Scolastico 2018/2019

MATERIA	INGLESE
CLASSE	IV A
INDIRIZZO	SIA
DOCENTE	FUSCO FABIANA

LIBRO DI TESTO	GLOBAL BUSINESS -ROGGI, CROSSWAYS - ED.TREVISINI
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MODULO N. 1	Contenuti cognitivi U.D.
G r a m m a r revision	UD 1 Present tenses UD 2 Past tenses UD 3 Future tenses

MODULO N. 2	Contenuti cognitivi U.D.
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<b>B u s i n e s s organizations</b>	U.D. 1 Sole traders U.D. 2 Partnerships U.D. 3 Limited Companies U.D. 4 Multinationals
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<b>MODULO N. 3</b>	<b>Contenuti cognitivi U.D.</b>
<b>Marketing and Advertising</b>	UD 1 What does the customer want to buy? UD 2 The marketing mix UD 3 Market research UD 4 The life of a product UD 5 Branding UD 6 Packaging UD 7 Pricing UD 8 Distribution UD 9 Advertising UD 10 Selling and sales promotion UD 11 Protecting the customer UD 12 The curriculum Vitae

<b>MODULO N. 4</b>	<b>Contenuti cognitivi U.D.</b>
<b>Literature</b>	UD 1 The Romanticism UD 2 Jane Austen UD 3 Pride and Prejudice

<b>MODULO N. 5</b>	<b>Contenuti cognitivi U.D.</b>
<b>Transportation</b>	UD 1 Transportation UD 2 Land transport UD 3 Water transport UD 4 Air transport UD 5 Pipeline

<b>MODULO N. 6</b>	<b>Contenuti cognitivi U.D.</b>
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**Internet**

UD 1 The main types of computer  
UD 2 Internet revolution